

SVKM's NMIMS
NMIMS – GLOBAL ACCESS SCHOOL FOR CONTINUING EDUCATION

Programme : DSM

Academic year: 2013 – 2014
Subject: Understanding Service Business
Date: 17.12.2013

Semester - I
Marks: 70
Time: 11.00 a.m. to 2.00 p.m.

Instructions:

1. Answer to each new question to be started on a fresh page.
2. Figures in bracket indicate full marks.

Q.1) Write short notes (Any 2 out of 4)

(Marks: 2X5=10)

- a) Designing Servicescapes
- b) SERVQUAL
- c) Role and Importance of Services
- d) Unified Service Theory

Q.2) Write short notes (Any 2 out of 5)

(Marks: 2X5=10)

- a) Service Triangle Management Model
- b) Product-Service Continuum
- c) Six Market Model
- d) Customer Loyalty
- e) Eight Components of Integrated Service Management

Q.3) Attempt any 3 out of 5

(Marks: 3X10=30)

- a) Explain GAP model of Service Quality with examples.
- b) Describe New Service Development, its categories and cycle.
- c) Explain the financial and economic effects of services on the International and Indian Scenario.
- d) Describe Service Characteristics and the ways in which these characteristics can be overcome, explain with suitable examples.
- e) Explain latest trends in service industry.

Q.4) Explain 7 P's of a company of your choice of given Service industries.

(Marks : 20)

- a) Banking and Finance
- b) Hospitality (Hotel Industry)
